THE ANSWER TO SMOKING TODAY.

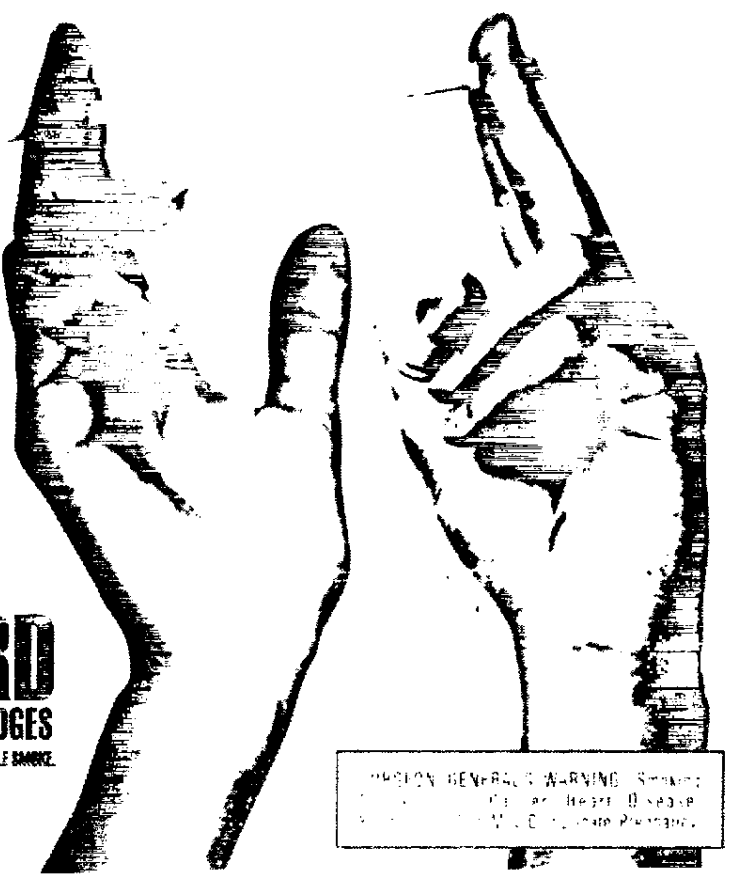
Introducing new Concord from Benson & Hedges. A remarkable cigarette with less visible smoke, so it's nicer to be near.

We streamlined the shape to bring you a cigarette that smokes differently from any you've ever tried. You'll ask how so little smoke can give you so much taste.

You owe it to yourself and those around you to try new Concord from Benson & Hedges. A simple side-by side comparison with your regular cigarette will convince you that with so much taste and so little smoke, it is truly a cigarette for the times we live in.

WE'LL MATCH OUR SMOKE AGAINST YOUR SMOKE.

NEW CONCORD
FROM BENSON & HEDGES
ALL THE TASTE AND A FRACTION OF THE VISIBLE SMOKE.



2045625739

Source: https://www.industrydocuments.ucsf.edu/docs/fglj0004